

Rep Order#	6830030	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 06/27/2012 9:37 AM
Last Received: 06/27/2012 6:56 AM
Showing Buylines: All Lines

1 of 5

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	() BERKLEY FOR SENATE
Product	BERKLEY FOR SENATE
Estimate#	30S
Buyer	MICHAEL DIETTORRE
Phone#	
Fax#	

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //30S
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

— CONTRACT COMMENT —

BERKLEY FOR SENATE -30S WEEK 4 SC=*

— REMARKS —

THIS IS A NEW POLITICAL ORDER. CHECK AND FORM TO BE SENT TO STATION. PLS ADVISE NA'S ASAP. PLS CNF. MTR

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	430A-459A	NEWS	:30	\$50.00	10/09-10/12	4	1	4	\$200.00	
		Buyline Comment: NEWS										
	2	M	430A-459A	NEWS	:30	\$50.00	10/15-10/15	1	1	1	\$50.00	
		Buyline Comment: NEWS										
	3	M	5A-6A	NEWS	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
		Buyline Comment: NEWS										
	4	TU-F	5A-6A	NEWS	:30	\$200.00	10/09-10/12	4	1	4	\$800.00	
		Buyline Comment: NEWS										
	5	TU-F	6A-7A	NEWS	:30	\$300.00	10/09-10/12	8	1	8	\$2,400.00	
		Buyline Comment: NEWS										
	6	M	6A-7A	NEWS	:30	\$300.00	10/15-10/15	2	1	2	\$600.00	
		Buyline Comment: NEWS										
	7	M	7A-9A	NEWS	:30	\$400.00	10/15-10/15	3	1	3	\$1,200.00	
		Buyline Comment: TODAY										
	8	TU-F	7A-9A	NEWS	:30	\$400.00	10/09-10/12	12	1	12	\$4,800.00	
		Buyline Comment: TODAY										

Rep Order#	6830030	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 06/27/2012 9:37 AM
Last Received: 06/27/2012 6:56 AM
Showing Buylines: All Lines

2 of 5

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	() BERKELEY FOR SENATE
Product	BERKELEY FOR SENATE
Estimate#	30S
Buyer	MICHAEL DETTORRE
Phone#	

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //305
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	TU-F	12P-1230P	NEWS	:30	\$175.00	10/09-10/12	4	1	4	\$700.00	
		Buyline Comment: NEWS										
	10	M	12P-1230P	NEWS	:30	\$175.00	10/15-10/15	1	1	1	\$175.00	
		Buyline Comment: NEWS										
	11	M	9A-10A	TODAY 2	:30	\$175.00	10/15-10/15	1	1	1	\$175.00	
		Buyline Comment: TODAY 2										
	12	TU-F	9A-10A	TODAY 2	:30	\$175.00	10/09-10/12	4	1	4	\$700.00	
		Buyline Comment: TODAY 2										
	13	TU-F	3P-4P	PHIL	:30	\$200.00	10/09-10/12	4	1	4	\$800.00	
		Buyline Comment: PHIL										
	14	M	3P-4P	PHIL	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
		Buyline Comment: PHIL										
	15	M	430P-5P	NEWS	:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
		Buyline Comment: NEWS										
	16	TU-F	430P-5P	NEWS	:30	\$300.00	10/09-10/12	4	1	4	\$1,200.00	
		Buyline Comment: NEWS										
	17	TU-F	4P-430P	NEWS	:30	\$300.00	10/09-10/12	4	1	4	\$1,200.00	
		Buyline Comment: NEWS										
	18	M	4P-430P	NEWS	:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
		Buyline Comment: NEWS										
	19	M	5P-630P	NEWS	:30	\$450.00	10/15-10/15	2	1	2	\$900.00	
		Buyline Comment: NEWS										

Rep Order# 6830030 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 06/27/2012 9:37 AM
Last Received: 06/27/2012 6:56 AM
Showing Buylines: All Lines

5 of 5

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR, JOHNSON, MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //30S
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	42	SU	7A-8A	Buyline Comment: SUN TODAY	:30	\$350.00	10/14-10/14	2	1	2	\$700.00	
	43	SA	1130P-1A	Buyline Comment: SNL	:30	\$550.00	10/13-10/13	1	1	1	\$550.00	

---REPORT TOTALS---

Report Totals: 123 / \$39,075.00

---SALES MONTHLY TOTALS---

Oct 12: 123 / \$39,075.00
Sales Totals: 123 / \$39,075.00
Station Totals: 123 / \$39,075.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$195,375	CATV 0%	KBLR 0%	KINC 0%	KLAS 32%	KSNV 20%
		KTNV 21%	KTUD 0%	KVCW 1%	KVMY 1%	KVVU 25%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+